

**ROUs: 1110 / 1210 / 1310 / 1710**

**Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet**

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	<u>2.5</u>	1228	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PC	SC
1229	_____	MC	PA
1240	<u>AL</u>		
1244	<u>JM, FP</u>	RSM	RBM

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# **RJ REYNOLDS**

TOBACCO COMPANY

August 26, 1997

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

## **OCTOBER WINSTON BUY 2 PACKS GET FREE CAP / #700927**

Dear Paul:

We have placed *Winston* orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. **1280** SKUs of Winston B2GF Cap Sleeves / Displays (item #529301) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Styles</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>22</u>
12300-11906	Light Box	6M	<u>39</u>
12300-11012	Full Flavor	12M	<u>22</u>
12300-11212	FF Box	12M	<u>22</u>

**Product PO # ER 2118-01**

All additional pertinent promotional information is listed below:

<u>Product Arrival @ McLane NE:</u>	<u>September 15, 1997</u>
<u>Premium Arrival (@ Consolidated):</u>	<u>September 18, 1997</u>
<u>Ship Date to Retail:</u>	<u>October 6, 1997</u>
<u>Caps (Item #529301)</u>	
<u>SKU CUBE:</u>	2.5480
<u>SKU WT (w/o Product):</u>	8.2000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>Product \$ Amount:</u>	<u>\$61,187.51</u>

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Winston Cap Sleeves/ Display. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives a free Winston 'No Bull' Cap.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.**

**SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

51847 1852

-2-  
B2GFP

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,389.33 (85.33 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator  
/jc

cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

Enc: Wholesaler Packing Instructions  
Winston Lighter Flyer  
Retail Customer List

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<p>Note to RJR Manager: Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.</p>
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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

OCTOBER: WINSTON BUY 2 GET FREE CAP / PROMOTION #700927

RETAIL DISTRIBUTION DATE: 10/6/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												C U Y A H O G A	P A	R I
				CT	DE	MA	MD	ME	NH	NJ	NY	OH						
A-PLUS/ SUNOCO	304	See List	394	1	2	27			3	16	84						258	3
BP OIL	45	See List	115														115	
COASTAL MART	37	See List	59							22							37	
COOKS CONVENIENT	7	See List	10								10							
COUNTRY FAIR	69	See List	222								7	29					186	
CONV EXPRESS	5	See List	10								10							
EXPRESS MART	37	See List	45								45							
F.L. ROBERTS	17	See List	30	12		18												
KRAUSZERS	14	See List	31	31														
MANLEY'S	10	See List	12								12							
MOBIL / ON THE RUN	99	See List	110	16		25			17		45						4	3
QUICKWAY	25	1	25								25							
7/11 - HANDEE MART	23	See List	53				1					2	23	27				
7/11 - SOUTHLAND	29	See List	37	12	2	1			5	4	9						4	
SUGARCREEK	79	1	79								79							
SUNRISE FOODS	16	1	16								16							
INDEPENDENTS & SMALL CHAINS	30	See List	32	1		4	2		3	4	12						6	
TOTALS	846		1280	73	4	75	3	0	28	46	354	31	23	637	6			